

XXI. DEPARTMENT OF TOURISM

A. OFFICE OF THE SECRETARY

STRATEGIC OBJECTIVES

MANDATE

The Department is mandated by R.A. No. 9593 to be the primary planning, programming, coordinating, implementing and regulatory government agency in the development and promotion of the tourism industry, both domestic and international, in coordination with its attached agencies and other government instrumentalities. It shall instill in the Filipino the industry's fundamental importance in the generation of employment, investment and foreign exchange.

VISION

Position the Philippines as a premier tourist destination in Asia.

MISSION

Formulate tourism plans and programs to promote, develop and regulate the country's tourism industry as a major socio-economic activity that generates foreign currency and local employment, and to spread the benefits of tourism to a wider segment of the population with the support, assistance, and cooperation of both the private and public sectors.

KEY RESULT AREAS

Rapid, inclusive and sustained economic growth

SECTOR OUTCOME

Globally competitive and innovative industry and services

ORGANIZATIONAL OUTCOME

Tourism Revenue, Employment and Arrivals Increased

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Develop competitive tourist products and destinations
2. Improve market access, connectivity, and destination infrastructure
3. Improve tourism institutional governance and human resources

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)

BASELINE

2015 TARGETS

Tourism Revenue, Employment and Arrivals Increased

% increase in tourism direct Gross Value Added (GVA)

Php 835.4 billion

16%

(Php 974 billion)

% increase in tourism employment

5.4 million

16%

(6.3 million)

% increase in international and domestic arrivals	international arrivals - 6.8 million	20%	
			(international arrivals - 8.2 million)
	domestic arrivals - 47.7 million	8%	
			(domestic arrivals - 51.7 million)

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MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)

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2015 Targets

## MFO 1: TOURISM ADVISORY SERVICES

No. of technical assistance/advisories provided to stakeholders	5,233
No. of persons trained in the tourism industry and LGUs	18,504
No. of training days delivered	1,392
% of entities assisted who rated the technical service as satisfactory or better	92%
% of entities' requests for assistance responded to within one (1) week	92%

## MFO 2: TOURISM REGULATORY SERVICES

## Accreditation

% of accredited entities with detected violations of accreditation	5%
No. of accreditation applications and renewals acted upon	3,661
% of applications for accreditation acted upon within fifteen (15) days of application	90%

## Monitoring

% of accredited tourism enterprises inspected twice over the past two years	80%
% of submitted reports that resulted in the issuance of notice of violations and penalties imposed	5%
No. of accredited tourism enterprises monitored or surveyed with reports issued	1,377

## Enforcement

% of submitted reports that resulted in the issuance of notice of violations or cancellation of accreditation	5%
% of applications for accreditation acted upon within 15 days	90%
% of accredited tourism enterprises inspected twice over the past two years	80%
% of notification issued within 72 hours from receipt of monitoring report	90%

NOTE : Exclusive of Targets funded from other sources, e.g. Special Account in the General Fund.